



CITY OF
CONVERSE
CONNECTING COMMUNITY + COMMERCE™

ECONOMIC DEVELOPMENT CORPORATION

CORPORATION PLAN
FY 2022 - 2023

Mission

Our Mission is to create and retain jobs and to promote capital investment in Converse, Texas.

Vision

Our Vision is to enhance the image of Converse as a prosperous and inviting place to do business.

Converse EDC Goals - FY 2022 - 2023

Goal 1: Attract and/or Retain Jobs in Converse

1. New strategic marketing and communications plan to tell Converse's new story
 - a. Collateral material
 - b. Social media
 - c. Earned and paid media
 - d. Print ads
 - e. Digital ads
 - f. Earned or written articles/features
 - g. Video – Write Our Story
 - h. Website
 - i. Attendance at Commercial Real Estate Industry events/speaker/presenter
2. One-on-one meetings with decision makers in targeted sectors – relevant to City's growth and community needs
 - a. Retail
 - b. Restaurant
 - c. Hospitality
 - d. Professional Services/Office
 - e. Healthcare
 - f. Light Industrial
3. Networking and targeted one-on-one meetings with Commercial Real Estate Brokers, Site Selectors, and Developers
4. Participation in Regional Planning and Strategic Initiatives
 - a. Regional Economic Development Partnerships
 - b. JBSA
 - c. AACOG
 - d. Workforce

Goal 2: Grow Capital Investment and Commercial Space

1. Partner on infrastructure improvements to increase private development
2. Promote availability of land, existing buildings, utilities, incentives, customer service, and attributes developers/investors are looking for:
 - a. Population (the higher, the next level of interest)
 - b. Spending power (the higher, the next level of interest)
 - c. Gaps in market
 - d. Affordable and available land
 - e. Infrastructure
 - f. Access to interstates
 - g. Destination drivers

3. Partner in future developments via
 - a. Data/Research
 - b. Incentives
 - c. Developer/Investor/Industry contacts
 - d. End-user & prospective contacts

Goal 3: Secure Business Expansion and Mitigate Business Relocations

1. Streamline and Improve Business Retention and Expansion Efforts
 - a. Focused on asking the right questions to identify risks and opportunities
 - b. Assist existing business for expanding facilities
 - c. Events and programs with content/speakers relevant to Converse businesses
2. Provide information and access to regional, state, and federal resources for success with organizations who can assist in marketing, workforce development, grants, technology, state programs, planning, networking, training and other assistance needed.

Goal 4: Partner with City of Converse for Enhanced and Increased Development While Continually Being a Responsive and Respectful Partner for Business

1. Assist City of Converse:
 - a. Continued efforts to work with the City to create a more defined downtown – *Includes EDC specific “Center Street Properties”*
 - b. Design & building standard enhancements
 - c. Zoning enhancements
2. Work with City staff on City’s future Comprehensive Master Plan
 - a. Assist in research
 - b. EDC as active participant
 - c. Engage business sector and industry leaders

Goal 5: Continued Education and Professional Development

1. Membership and participation in Economic Development Organizations
2. Membership and participation in Commercial Real Estate Organizations
3. Continuing Education for Industry Specific Certifications

Goal 6: Data Collection and Reporting

1. Data collection through regional partnership and industry standards
2. Annual Report card to show:
 - a. Capital Investment
 - b. New square footage built
 - c. New jobs created
 - d. Square footage renovated
 - e. Jobs retained
 - f. Number of companies assisted